

Preference for Branded Clothes Among College Going Girls

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DOI: 10.52984/ijomrc2107

ABSTRACT

The study on "Preference for branded clothes among college going girls" was taken up by the investigator with the aim to understand the preference for various branded clothes among college going girls and to analyse the purchasing behaviour and to find out the reason behind the usage of branded clothes. 100 adolescent girls of the age group 17-25 were given with a self-designed questionnaire to elicit the information on the use of branded clothes, purchasing behaviour, value and quality of the branded clothes, reason behind using the branded clothes, factors and sources influencing purchasing behaviour of branded clothes. The survey results so obtained were consolidated and analyzed using percentage analysis. It was found that the preference for branded clothes among college going girls are high and the study helps in understanding the reasons, sources and factors for brand preference. The study helps in the future reference. The study was thus successful in fulfilling its objectives.

Key Words: Purchase, Behavior, Cloths, Branded

INTRODUCTION

Consumers shop for various reasons and occasions. Shopping has long been regarded as a risky activity as

shoppers may be uncertain of a purchase decision and the consequences of a poor decision. Bloch and others

suggested that women prefer the brand in purchasing many things, one of the most dominant areas of branding preferred by women are garments.

Consumers purchase a particular product, collect information for an upcoming purchase decision or an overview of the latest trends (Bloch *et al.*, 1989; Kaltcheva & Weitz, 2006). A brand is a perceived image that resides in the mind of consumers. The purchase of any product by an individual is influenced by several factors including high value towards the brand, information about the products, purchase out of habit, based on experiments with the products apart from this there are several internal and external factors that determine buying forces such as need, past experiences, personality, learning and attitudes termed as internal factors and social marketing, and situational influences are external factors.

Today most of the people prefer branded clothes.

They believe branded clothes provide good quality, variety, good looking, good designs, comfort, etc. Other reasons behind using the branded clothes are for recognition, for satisfaction, for value of money, etc.

As lifestyles changes, fashion in India is becoming more diversified. In today's modern India more and more people are switching on to branded apparel than non-branded ones. Many national as well as international brands have established themselves in Indian garment industry. Branded apparels captivated the market of both menswear and women wear and slowly catching up in children wear segment. This is the new trend that more and more young people are buying clothes which are of a particular reputed brand. Today the youth are eager to shell out a fortune to buy branded clothes. Most people tend to go and buy which are highly reputed and have a brand value. In India, companies and

brands that offered monotonous and mundane products for years, have now multiplied their product ranges and new appealing styles, shapes and forms are being launched each season by them.

In present era we live in fashionable and modern India. Everybody wants to look stylish in modern India. Increase in purchasing power and literacy level among consumers makes them easy to find out what is new in clothing and now consumers have the ability to purchase costly branded apparels to look stylish. Now consumers give much preference to branded apparels as compared to unbranded ones. So the need for study is to find out what are the factors which consumers think off while giving preference to branded apparels and what are the feelings that come to the mind of a consumer while using branded apparels.

Aim

The aim of this study is to understand the preference for branded clothes among college going girls.

Objectives

The following are the objectives of the present study:

- To analyze the purchasing behaviour of branded clothes among college going girls.
- To explore the preference for branded clothes based on value and quality.
- To find out the reasons behind the usage of branded clothes.
- To study the factors influencing preference for branded clothes.
- To find out the sources influencing preference for branded clothes.

REVIEW of LITERATURE

The review pertaining to the study ***“Preference for branded clothes among college going girls”*** is given under the following heads;

Branded Apparels in Modern India

World wide fashion has influenced every sphere of modern consumers. Today, Indian consumers adopt fashion apparels easily and conveniently. Marketers have realized this fact of immense potential to yield business in this sector (Pani & Sharma, 2012)

The Indian fashion industry has grown leaps and bounds over the years with rising western influence, and changing tastes and preferences of consumers. According to a report published by Indian Brand Equity Foundation ([IBEF](#)) . India is the second largest exporter of textiles and clothing in the world. The domestic textile and apparel industry in India is projected to be worth more than \$141 billion by 2021 from \$67 billion in 2014. Furthermore, increased penetration of organized retail, favourable demographics, and rising

income levels are expected to be the key growth drivers of the Indian textile and apparel sector in the next couple of years.

Consumer Preferences relating to Clothes

Consumer preferences relating to apparel fall in to two categories namely those related to apparel attribute and those related to store attribute. Apparel attributes include variety, its durability, price, size available. Store attributes include the location of a store, its size and its service. Apparel is an item of regular consumption, which enables consumers to develop stable preferences (Monga, 2012)

Brand these days have become a status symbol. Customers all over the world now prefer branded products. According to Ahuja(2015), consumers prefer branded products and quality attracts. The study analyzed on the effect of brands on consumer buying

and behaviour. The study revealed that there is a direct relationship with the consumer and the industry is growing at a high level. The brand defines the standard of living which facilitates the success of a product brand (Ahuja, 2015).

Venkateswaran and others (2011) defined brand as a personality of a product. Their study considers brand loyalty which is affected by many factors such as the study deals with the influence factor of brand loyalty towards branded apparel. The researcher says that it is difficult to as competition, advertising, sales promotions etc. (Venkateswaran, Ananthi, Geetha, & Muthukrishnan, 2011)

Factors Influencing Brand preference and buying behaviour

- **Socio-economic factor**

Sivakumar & Saranya (2017) examined the brand preference of selected branded attire among the Arts

College students in Coimbatore city (North) .The study revealed that there existed a significant relationship between family size and choosing particular branded attire.

A study revealed that price & brand were the major attributes that customer's gave most importance to while purchasing readymade garments, followed by other attributes. It was also found that household income highly influences the consumer behavior towards fashion goods; families having income above Rs 50000 monthly prefer more of the branded fashion apparels & accessories as compared to families having income less than Rs. 50000 a month (Ahuja, 2015).

Mittal & Aggarwal (2012) suggested customers purchase readymade garments mostly during discount period. Price, Quality and design are the important factors considered by them while shopping

Pentecost and Andrews (2010) found that the younger generation in the present contest has higher purchase frequency and impulse buying as compared with other cohorts in the society. Their study examines the influence of demographic and psychographic drivers on frequency and levels of expenditure on fashion purchases.

- **Family and Friends**

Monga (2012) conducted a study among 200 consumers and it was found that majority (34.50 %) of the respondents were influenced by the brand itself whereas 28.50 percent were influenced by friends. About 19.5% percent of the samples were influenced by their family members while preferring branded apparels.

Another study done by Fernandez (2009) focuses on the impact of branding on clothing choice. The motivational factors such as peer influence and advertising

were taken into account. He further added that the clothing choice motivations are prestige, individuality, social influence and functionality. As consumers are considering the apparel as status so the reference group, (peer pressure) influences decision most. Consumers prefer those brands of clothing that give them the social acceptability so this thing leading toward brand consciousness. In his research other than reference group, he also studied the advertising impact. The advertising giving positive impression about a brand because the consumer will not buy that with which they are not familiar.

- **Individual factors**

Moody & Sinha explored the relationship among clothing style, preferences, personality factors, emotions, and mood. They administered two sets of questionnaires to the female participants to examine emotion, mood, and personality before and after

they tried on eight sets of clothing of various styles. The results suggested that mood was a significant predictor of preference, while personality was a moderate factor (Moody & Sinha, 2010).

A study examined whether undergraduate students believe mood was influential in their clothing preferences and explored other factors influencing college students' clothing choices. Preliminary analysis suggested that age, attitude, and concerns regarding others' impression had no impact on the students' clothing preference. To examine whether undergraduate students believed that mood was influential in their clothing preferences, data were transformed to percent max, with a possible range of 0 % to 100%. The results suggested that 70 % of the students reported mood to be very influential in their clothing choices (Barquet & Balam, 2015)

- **Media**

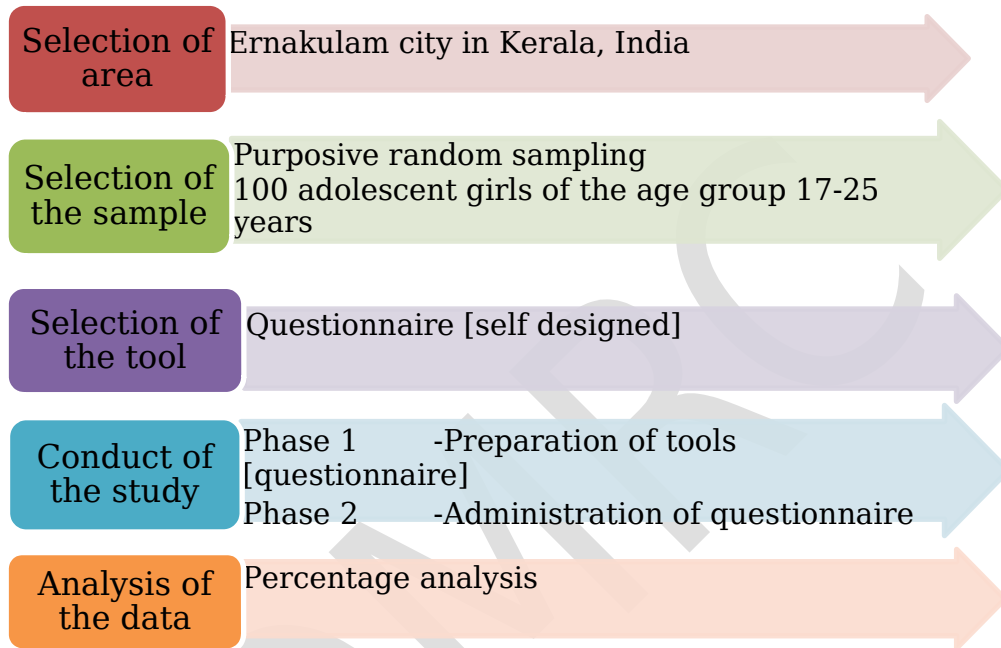
Shephard and others (2016) conducted a study among the university students to understand the role of media influence, fashion consciousness, and fashion leadership on shopping channel choice in regard to gender. It was found that factor of mass media positively influences fashion consciousness for both males and females.

A study conducted in three cities of Tamil Nadu explored the extent to which television advertisements motivate western lifestyle among college youth .The result indicated that college youth gets influenced by television advertisements in adapting western lifestyle. The study concludes Western product advertisements encourage the students to try new brands and shift to Western brands(Kavitha, 2017).

Tay(2009) found that fashion magazines along with

the television fashion influences consumers on the
process of fashion adaptation

METHODOLOGY



RESULT and DISCUSSIONS

Table 1

Use of branded clothes

The table shows the information regarding the percentage of respondents use branded clothes.

Use branded clothes	Number(n=100)	Percentage (%)
Yes	72	72
No	28	28

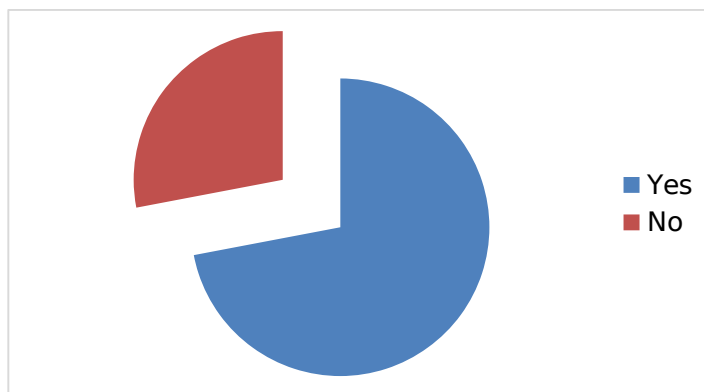


Figure 2

Use of branded clothes

Table 2 and figure 2 depicts the percentage of respondents who use branded clothes. About 72 percent of the respondents use branded

clothes and 28 percent do not use branded clothes. Here we can see the increase of usage of branded clothes among adolescent girls

Table 3

Value and quality of the branded clothes

Branded clothes are preferred mainly due to the value and quality of it. The product should worth the cash spend on it and should be reliable.

There are a lot of qualities for the branded clothes that force the consumers to prefer branded clothes.

Value and quality	Often		Sometimes		Never	
	Number (n=10)	Percentage (%)	Number (n=10)	Percentage (%)	Number (n=10)	Percentage (%)

	0)		0)		0)	
Preference for branded clothes regardless of price	13	13	59	59	28	28
High money expenditure on branded clothes.	14	14	40	40	46	46
Worthiness of product.	42	42	48	48	10	10
High amount of time spend on buying branded clothes.	19	19	56	56	25	25
Reliability of the products .	33	33	60	60	7	7
Preference for brand name in the product.	32	32	56	56	12	12

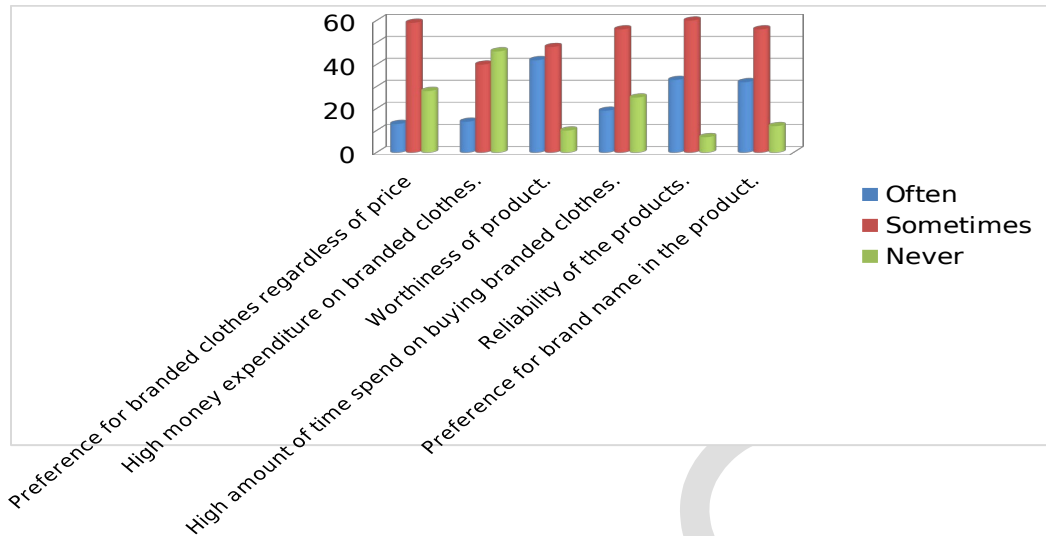


Figure 3

Value and quality of the branded clothes

Table 3 and figure 3 represents the responses related to the value and quality of the clothes. Majority of the respondents sometimes prefer for branded clothes regardless of price (59%). About 28 percent responded never. Only 13 percent of the respondents responded often. Majority of them buy branded clothes considering its price.

It depicts high money expenditure on branded clothes. About 46 percent of the respondents do not spend

a lot of money on branded clothes. 40 percent of them spend a lot of money on branded clothes sometimes. And only 14 percent of the respondents spend a lot of money for branded clothes always.

From the table it is observed that 48 percent of the respondents says sometimes the product worth for the cash they spend and about 42 percent of the respondents say the product worth for cash very often. Only a few of the respondents feel

that the product never worth for the cash that they spend on branded clothes (10%).

It shows the high amount of time spend on buying branded clothes. About 56 percent of the respondents says sometimes they spend a lot of time on buying branded clothes and 25 percent of the respondents say they never spend a lot of time on buying branded clothes. Minority of the respondents responded that they very often spend a lot of time on buying branded clothes (19%).

Reliability of the branded clothes was observed. About 60 percent of the respondents responded it

provide very reliable products sometimes and 33 percent of the respondents says it provide reliable products always or very often. Only a few of the respondents say it never provide very reliable products (7%).

It also shows the interest of respondents in buying things with brand name on it. About 56 percent of the respondent says they are sometimes preferred for the brand name on the product and 32 percent of the respondent says they were always interested in buying clothes with brand name on it. 12 percent of the respondents never prefer for brand name on the product.

Table 4

Reason for using branded clothes

Reason	Often		Sometimes		Never	
	Number (n=100)	Percent (%)	Number (n=100)	Percent (%)	Number (n=100)	Percent (%)
Satisfaction	45	45	40	40	15	15

Recognition	27	27	38	38	35	35
Value of money	34	34	41	41	25	25
Praise from others	15	15	30	30	55	55
Social capability	19	19	41	41	40	40
Uniqueness	38	38	50	50	12	12
Good quality	63	63	30	30	7	7
Nice fitting	61	61	35	35	4	4

- The table below shows that these reasons play an important role in brand preference.

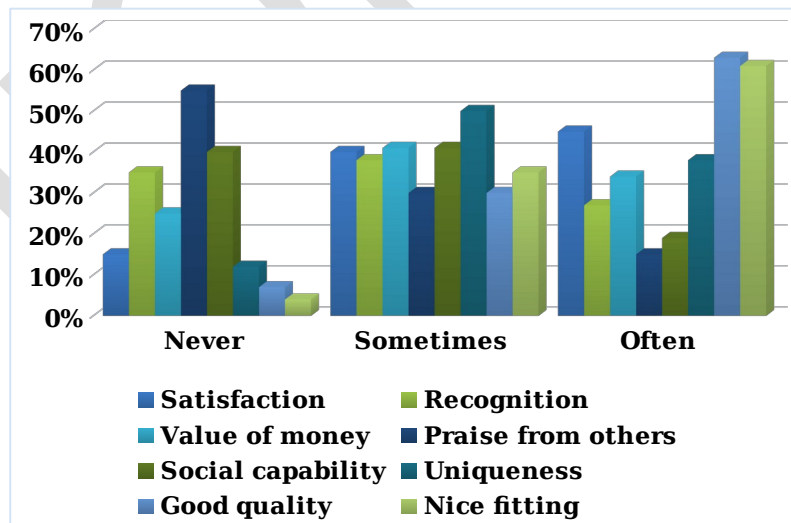


Figure 4

Reason for using branded clothes

The table 4 and figure 4 shows what are the major reasons for brand preference among adolescent girls. It shows that about 45 percent of the respondents often prefer branded clothes for satisfaction. And about 40 percent of them sometimes prefer branded clothes for satisfaction. Only a few of the respondents responded that they never prefer branded clothes for satisfaction.

It also depicts the percentage of respondents prefer branded clothes for recognition. About 38 percent of them say they sometimes prefer branded clothes for recognition and 35 percent of the respondents say they never prefer branded clothes for recognition. 27 percent of the respondents responded that they often prefer branded clothes because it provide recognition.

Value of money is also an important reason for brand preference. About 41 percent of the respondents say that sometimes they prefer

branded clothes because it provides value for the money. Also 34 percent of them say they often prefer branded clothes because it provides value for the money. And about 25 percent of the respondents say that they never prefer branded clothes because of value of money.

It also shows 55 percent of the respondents say that they never prefer branded clothes for raise from others and 30 percent of them say that they sometimes prefer branded clothes for praise from others. Only a few of the respondents say that they often prefer branded clothes for praise from others.

From the above table it is found that 41 percent of the respondents say that they sometimes prefer branded clothes for social capability. About 40 percent of the respondents responded that they never prefer branded clothes for social capability and 19 percent of them say they often prefer branded clothes for social capability.

Uniqueness is also a major reason for brand preference. Most of the adolescents prefer to be unique among their peer group and also in their society. The table 11 and figure 6 shows 50 percent of the respondents sometimes prefer branded clothes for uniqueness and 38 percent of them often prefer branded clothes for uniqueness. Only a few of the respondents responded that they never prefer branded clothes for uniqueness (12%).

It also shows that majority of the respondents

often choose branded clothes because of its nice fitting (61%). 35 percent of the respondents prefer branded clothes sometimes due to its nice fitting. And only about 4 percent of the respondents responded that they never prefer branded clothes considering its nice fitting.

From the above table it is clear that there are many reasons that lead to the preference for branded clothes. From the above table we can say the major reason for brand preference is its good quality.

Table 5

Factors influencing preference for branded clothes

Factors	Number (n=100)	Percentage (%)
Family	15	15
Friends	17	17
Cinema /TV	6	6
Celebrity	5	5
Colour preference	10	10
New designs	20	20
Money	8	8
Social media/Online	19	19

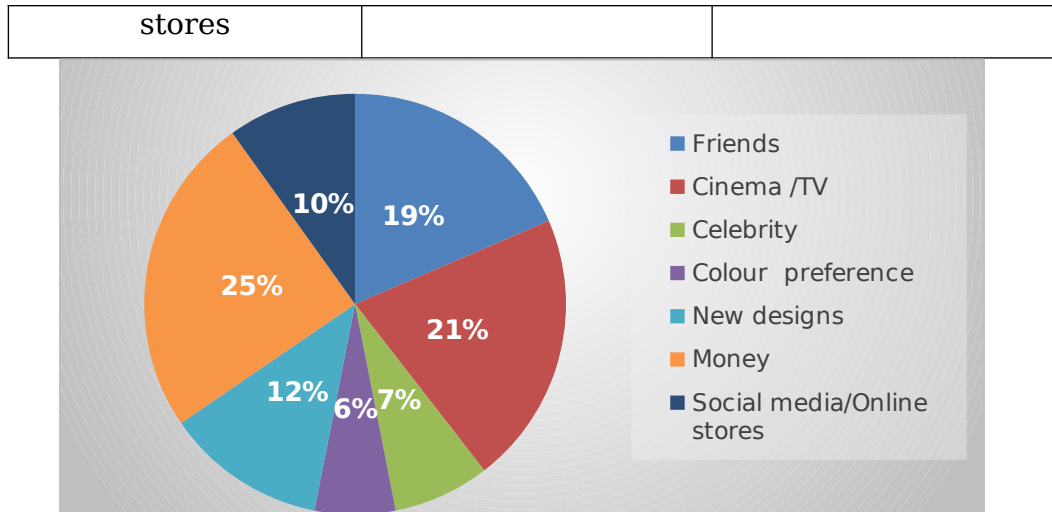


Figure 5

Factors influencing preference for branded clothes

Table 6 and figure 7 shows that the major factor that leads to brand preference is new designs (20%). 19 percent of the respondents says that social media is the factor that lead to brand preference and 17 percent of them say that friends are the factor that lead to brand preference. And 15 percent of the respondents say that their family is the factor that lead to brand preference. About 10 percent of them responded

that colour preference is the factor for brand preference and 8 percent of the respondents say that money is the factor for preference for branded clothes. Only 6 percent of the respondents responded that cinema or T.V is the factor leading to preference for branded clothes and very few of the respondents say that celebrity is the factor for brand preference.

Table 6

Sources for brand preference

There are many sources for brand preference. The major sources are money, family, friends, magazines, celebrity shows, retail stores, social

media, etc. The table below shows the sources for brand preference by the respondents.

Sources	Number (n=100)	Percentage (%)
Money	0	0
Family	15	15
Friends	20	20
Newspaper/ Magazines	12	12
Celebrity shows	7	7
Showrooms /Retail store	10	10
Social media / Online stores	36	36

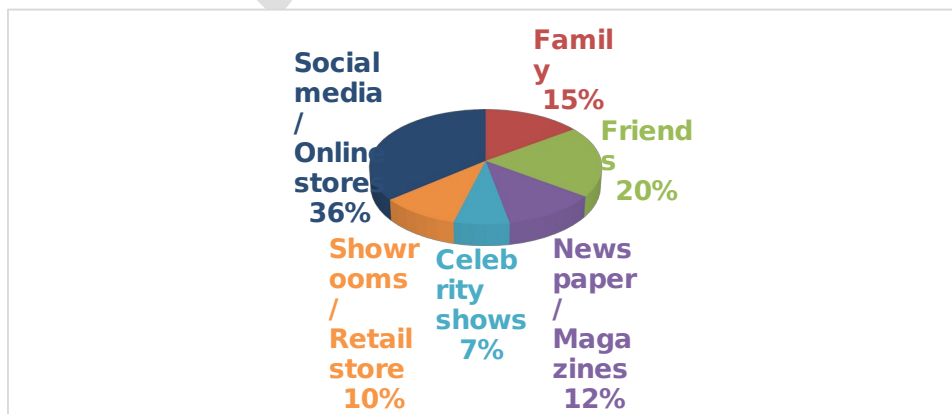


Figure 6

Sources for brand preference

Table 6 and figure 6 shows the sources for brand preference among college going girls. The table above shows that about 36 percent of the respondents considered social media /online stores as the major source and 20 percent of the respondents say that friends are the source that leads to brand preference. And about 15 percent of the respondents responded family as the source and 12 percent of them say that newspaper /magazines are the source for preference for branded clothes. 10 percent of the respondents say showrooms/retail stores are the sources and only a few respondents say that celebrity shows are the sources for brand preference. No one says that money is a source for brand preference.

**SUMMARY AND
CONCLUSION**

The collected data was analyzed and led to the following findings:-

- Majority of the respondents were between the age group 20-22 years.
- 52 percent of the respondents are from urban area.
- 88 percent of the respondents are unmarried.
- About 45 percent of the respondents were Christians.
- 72 percent of the respondents use branded clothes.
- Most of the respondent prefer latest trend (54%).
- 59 percent of the respondents prefer casual dresses.

- Among the respondents 39 percent prefer retail stores as the clothing outlet.
- 75 percent of the respondents choose both readymade and tailor-made dresses.
- 70 percent of the respondents suggested that they purchase clothes 'sometimes'
- 43 percent of the respondents spend below Rs 1000 on shopping.
- Majority of the respondents use cash as the mode of payment (63%).
- Most of the respondents prefer for branded clothes regardless of price (59%), because of the worthiness of product (48%), spend high amount of time on buying branded clothes (56%), because of the reliability of the products(60%), prefer brand name on the product(56%) sometimes.
- About 46% of the respondents never spend high money expenditure on branded clothes.
- Most of the respondent considered often satisfaction (45%), good quality (63%) and nice fitting (61%) as the reason for using branded clothes.
- Some of the respondents considered sometimes recognition

(38%), value of money (41%), social capability (41%) and uniqueness (50%) as the reason for using branded clothes.

- Most of the respondents never considered praise from others (55%) as a reason for using branded clothes.
- Major factor influencing preference for branded clothes is new designs (20%).
- 36 percent of the respondents considered social media/online stores as the major source that leads to brand preference.

Through this study the investigator was able to have a better understanding of the

reasons, sources and factors leading to brand preference among college going girls. And the preference for branded clothes based on value and quality.

Conclusion

Preference for branded clothes is common among the college going girls. It is due to the society in which they live. Clothing is the fundamental need for every human being. The purchasing power among the college students have increased these days. The study focused on the preference for branded clothes among college going girls living in and around Ernakulam. The result indicated the college going girls' priority for branded clothes based on value and quality. The study also identifies the factors and sources that influence buying behaviour. This study is a future reference for cloth brand developers to develop and place the products based on the current needs and

preferences of college going girls.

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